**Scope pane**

**What features will be included based on the strategy?**

- Fixed, large navigation.

- Simple enquiry form on every page.

- No prices on the website – need to enquire.

- Gallery with a range of photos.

**Future features…**

**Release 1-**

- Real life video walk through so the client doesn’t need to travel to see what they look like in a life like way other than photos.

**Release 2-**

- Virtual build – chose of structure, colours, additions (ie toilet, sink) create your own garden room online.

**What the client thinks they need…**

- An easily found website

- A section linked to Word press so they can upload their own testimonials.

- As many enquiries as possible.

**What they really need…**

**-** A mobile first website with high google searches.

- A website that matched in style throughout.

- Enquiries that are based on what they can offer – for example only leads in Hampshire.

**What they don’t know they need…**

- More information on building options to compare to other sites.

- To point out there USP – traditional looking houses, total solution, family business etc.

**What is the client trying to accomplish?**

- See photos of completed builds 🡪 Detailed Gallery and links to more photos on Google etc

- Read reviews from other clients 🡪 Detailed review page and review carousel on Homepage

- Build trust through research into accreditation/stamps of approval 🡪 Clear Logos with hyperlinks to official pages

- Learn the prices 🡪 Give a ‘from’ price with an option to get in touch through a form or to call the phone number for a free survey.

- Find out whether it is in their area 🡪 Very clear that Hampshire is the only area

- Get in touch to find out more 🡪 Regular CTA points

**Business rules**

- It is very important to put the ‘complaints procedure’ in the terms and conditions page due to it being a strict rule of ‘Hampshire county council accreditation’.

- It is an older demographic so the client was very clear about needing a ‘Site Map’ page but would like it in the footer.